

## How To Use the Alabama Tourism Partner Portal

The official travel website of Alabama aims to provide useful and accurate information to visitors. As a tourism partner, you can use the site and other Alabama Tourism publications to promote your business. Create an account to add and update your location information and list your upcoming events.

This quick guide will walk you through setting up and managing your tourism partner portal account.

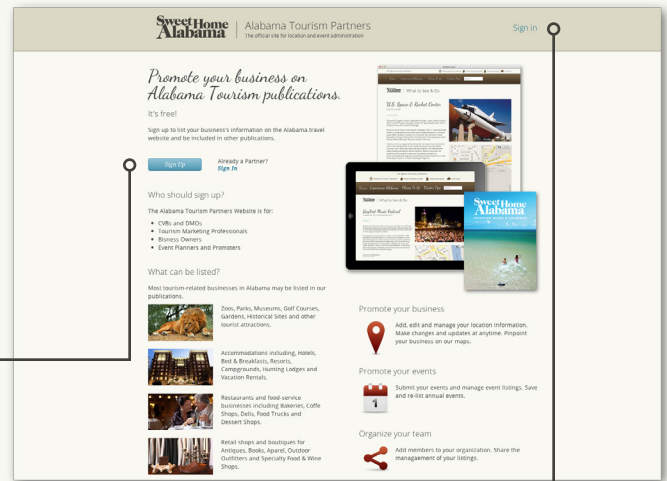
### Create an Account

Visit [partners.alabama.travel](http://partners.alabama.travel) and click "Sign Up" to create a new account. You must provide your name, telephone number and email address. You will be receive an email with instructions to activate your account.

Once your account is activated, you must join or add an organization. Organizations are groups of members approved to manage the location and event listings for specific Alabama Tourism partners.

You can access your tourism partner portal account at [partners.alabama.travel](http://partners.alabama.travel). Click "Sign in" to access an existing account.

Your email address is your username. Once signed in, you can change your username by choosing "Account Settings" from the drop-down menu in the upper right corner of the page.



### Forgot your username?

If you forget your username, please contact us at [info@tourism.alabama.gov](mailto:info@tourism.alabama.gov).

### Forgot your password?

If you forget your password, click on the "Forgot your password?" link on the tourism partner sign-in page.

For more information about the Alabama Tourism Partner Portal, contact:

Alabama Tourism Department  
P.O. Box 4927  
Montgomery, AL 36103-4927  
401 Adams Avenue, Montgomery, AL 36104

800-ALABAMA (800-252-2262)  
334-242-4169  
[info@tourism.alabama.gov](mailto:info@tourism.alabama.gov)

## Add a Location

You can manage location listings for your business by clicking “Locations” in the navigation bar at the top of the page. You can search for an existing location and claim it, or add a new location. Do not add duplicate locations.

1. Choose a location type that best fits your business:

- **Accommodation:** Bed and Breakfast, Campground, Hotel, Hunting Lodge, Vacation Rental
- **Attraction:** Amusement Park, Botanical Gardens, Golf Course, Historic Site, Indoor Recreation Site, Museum, National Park, Outdoor Recreation Site, Science Center, Sports Arena, State Park, Zoological Park
- **Food Service:** Bakery, Coffee Shop, Deli, Dessert Shop, Food Truck, Restaurant
- **Shop or Service:** Antiques, Boat Charter, Bookstore, Boutique, Collectibles, Farm, Guided Tours and Rides, Home and Garden, Outdoor, Outfitter and Rental, Secondhand, Specialty Food, Wine
- **Shopping Destination:** Farmers Market, Flea Market, Outlet Mall, Shopping Center, Shopping District, Shopping Mall
- **Venue:** Amphitheater, Arena, Cafe, Cinema, Coffeehouse, Concert Hall, Conference Center, Exhibition Hall, Fair Grounds, Golf Course Venue, Music Hall, Nightclub, Racetrack, Restaurant Venue, Sports Field, Stadium, Theater

2. Enter your official name, address, website, phone number and more. Asterisks indicate required fields.

3. When you are happy with your listing, click the blue “Send Request” button at the bottom of the page. Your entry will be sent to an administrator for approval. You can edit your information later.

4. Preview your listing by clicking the direct link that appears below the location name.

## Helpful Hints

- Provide as much information as possible and make sure the information you enter is accurate and kept up to date. Customers appreciate having current information at their fingertips.
- The “Summary” is a 25- to 40-word overview of your location that may appear in search results and serve as a visitor’s first impression of your business.
- The “Description” is a longer, 50- to 130-word paragraph that includes specific details such as unique features of your location.
- Use complete sentences when filling out the Summary and Description fields.
- Do not repeat information covered in other form fields, such as the website or hours of operation.

## Add an Event

You can add and manage your business's event listings by clicking "Events" in the navigation bar at the top of the page. You can search for an existing event and claim it, or add a new event. Do not add duplicate events.

1. Enter the official name of the event, start and end dates, location, ticket information and more. Asterisks indicate required fields.

2. You can choose up to two categories for your event:

- **Arts and Culture:** Art shows, performances, recitals, films, readings
- **Business and Networking:** Industry meetings, conferences, professional events
- **Civic and Local:** Service projects, speaking events
- **Collectibles and Special Interest:** Shows, expos, conventions
- **Cultural Festival:** Hispanic heritage celebrations, Oktoberfest
- **Community Festival:** Founders' day celebrations, town festivals
- **Education:** Classes, workshops, seminars
- **Entertainment and Night Life:** Movies, traveling shows, concerts, downtown events
- **Food and Drink:** Food festivals, wine tastings, community dinners
- **History and Heritage:** Reenactments, exhibits, walking tours, lectures
- **Holiday and Seasonal:** Holiday markets, light displays, fireworks shows
- **Music Festival:** Blues festivals, multi-stage events
- **Outdoor:** Hikes, nature tours, group rafting
- **Shopping:** Antiques shows, markets
- **Sports and Recreation:** Golf tournaments, 5Ks, baseball games

3. When you are happy with your listing, click the blue "Send Request" button at the bottom of the page. Your entry will be sent to an administrator for approval. You can edit your information later.

4. Preview your listing by clicking the direct link that appears below the event name.

## Helpful Hints

- When entering recurring events such as a summer film series or Saturday cooking demonstrations, enter each individual event as its own listing. Do the same if an event spans multiple days with breaks in between. For instance, a play that runs Thursday through Sunday over a four-week period would have four event entries.
- The "Summary" is a 25- to 40-word overview of your event that may appear in search results and serve as a visitor's first impression of your event.
- The "Description" is a longer, 50- to 130-word paragraph that includes specific details such as unique features of your event.
- Use complete sentences when filling out the Summary and Description fields.
- Do not repeat information covered in other form fields, such as the event website or address.
- Do include specific information such as start and end times.
- Provide as much information as possible and make sure the information you enter is accurate.